

P1035

**COURSES IN SURVEY RESEARCH**  
**UNIVERSITY OF MINNESOTA**  
**1991-1992**

**MINNESOTA CENTER FOR SURVEY RESEARCH**

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**JUNE 1991**

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## INTRODUCTION

There are many courses at the University of Minnesota that address topics relevant to survey research. The following list includes only those courses in which at least 25 percent of the primary focus is on survey research. This information on courses has been assembled by the Minnesota Center for Survey Research (MCSR) at the University of Minnesota. For further information on the classes, call the departmental contact, the instructors, or MCSR.

Readers are urged to confirm the scheduling of course offerings.

### NOTES:

- # Indicates that the consent of instructor is required to register for the course.
- () Percent of time spent on survey research will be shown at the end of the course description in parentheses.

## **COURSES LISTED BY FIELD OF INSTRUCTION**

### **AGRICULTURAL AND APPLIED ECONOMICS**

College of Agriculture

Departmental contact: Ben Senauer, Professor, 625-5724.

#### **AgEc 5550 Food Marketing Economics**

Joint Day/Extension

Prereq. AgEc 3101

Winter '92

Economics of food marketing in United States. Covers food consumption trends; consumer food behavior; food expenditure and consumption data; consumer survey methodology; the food distribution and retailing system; food policy issues related to food marketing. Students pursue individual and group projects. Meets concurrently with FSCN 5474. Senauer, Asp. (25%)

### **AGRICULTURE, FORESTRY, AND HOME ECONOMICS**

Office of Special Programs

Departmental contact: Richard Krueger, Professor and Extension Specialist, 624-2221.

#### **AgEd 5247 Evaluating Extension Education: varies**

Day School

Summer Session '91 and '92

This course is offered at the Minnesota Extension Summer School held annually in Duluth. Under this general course number different topics may be covered each year. In one year the topic may be exclusively telephone and mail survey methods, another year may cover focus groups, etc. Meets concurrently with HEEd 5247. Krueger. (Up to 100%)

## AGRONOMY AND PLANT GENETICS

College of Agriculture

Departmental contact: Vernon B. Cardwell, Professor, 625-6754.

**Agro 5055 Methods in Farming Systems Research and Extension**  
Day School  
Winter '92

Introduction to theory and practice of interdisciplinary and holistic approaches to complex farm, rural family, and community problems. Techniques in problem identification and development of desirable and feasible alternatives appropriate for domestic and international situations. Cross-listed with AgEd 5055. Cardwell, Leske. (35%)

## CURRICULUM AND INSTRUCTION

College of Education

Departmental contact: Robert Jackson, Assoc. Chair, 625-3098.

**AdEd 8100 Research in Adult Education**  
Day School  
Prereq. #  
Fall '91

Review and analysis of current research and research procedures in adult education. Williams. (25%)

**Elem 8331 Research Foundations for Reading Instruction**  
Day School  
Prereq. #  
Fall '91

Critical review and analysis of classical research studies in the psychology, pedagogy, and sociology of reading; criteria for appraising research findings; educational implications. Manning. (25%)

**Elem 8332 Recent Research in Reading**  
Day School  
Prereq. #  
Winter '92

Critical analysis of methodology and findings or current research; appraising research methods, population limitations, and educational implications. Taylor. (25%)

**Elem 8333 Seminar: Reading Research and Instruction**  
Day School  
Prereq. #  
Spring '92

Problems of research at all levels; topics vary according to offering; presentation of proposed designs and current studies. Graves. (25%)

**MthE 8570 Research in Mathematics Education**  
Day School  
Prereq. #  
Spring '92

Current issues, problems, and findings in curriculum; gradation of subject matter, methods, and materials of instruction; criteria for evaluating research. Orton. (25%)

## EDUCATIONAL PSYCHOLOGY

College of Education

Departmental contact: Wayne Welch, Professor, 624-4095.

**EPsy 5243 Practicum: Survey and Observational Research Methods**  
Day School  
Prereq. EPsy 5220, EPsy 5221 or equiv  
Winter '92

Planning, development, implementation, analysis, and reporting of survey and observational methods: questionnaires, interviews, and various observational techniques. Welch. (60%)

## EPIDEMIOLOGY

School of Public Health

Departmental contact: Dr. Russell Luepker, Head, 624-5400.

### **PubH 5396 Epidemiologic Survey Methods**

Day School

Prereq. 3 qtrs. biometry/stats, 1 qtr. epidem.

(Not offered '91-'92)

Survey methods for students in epidemiology; sampling design, monitoring, questionnaire design, interviewing, etc. Folsom. (100%)

## FAMILY SOCIAL SCIENCE

College of Human Ecology

Departmental contact: Katharine Witherow, Assoc. Administrator, 625-8771.

### **FSoS 5205 Introduction to Family Research Methods**

Day School

Prereq. FSoS 3260 and FSoS 5200

Fall '91

Logic and philosophy of scientific method. Family research questions and objectives, standards for evaluating family research, techniques of data gathering (qualitative and quantitative methods), analysis, reporting and writing.

### **FSoS 5206 Developing and Evaluating Family Research Projects**

Day School

Prereq. FSoS 3260 and FSoS 5200

Winter '92

Practice in proposal writing, use of various family research techniques, and interpreting and reporting research results; includes use of microcomputer.

### **FSoS 8266 Family Research Methodology I**

Day School

Prereq. FSoS 8255

(Not offered '91-'92)

Various research approaches, research design, and instrument development used to study the family. Students design and conduct pilot research projects. Olson.

## FOOD SCIENCE AND NUTRITION

College of Human Ecology

### **FSCN 5474 Food Consumption Economics**

Cross listed with AgEc 5550. See Agricultural and Applied Economics for course information.

## FOREST RESOURCES

College of Natural Resources

Departmental contact: Alan R. Ek, Professor and Department Head, 624-3400.

### **FR 5130 Geographic Information Systems in Natural Resource Analysis**

Joint Day/Extension

Prereq. senior, grad, or #

Spring '92

Introduction to the application of geographic information systems (GIS) to natural resource and regional planning studies. Theory and technical points, emphasis on applications. Hands-on experience with microcomputer. Case study, including map digitizing, data processing, and generation of map products. Queen. (25%)

### **FR 5200 Aerial Photo Interpretation**

Day School

Winter '92

Types, characteristics, procurement, preparation, viewing, and interpretation of color, black and white, and color infrared aerial photographs; basic aerial photography; introduction to mapping; applications to resource surveys. Bauer. (100%)

**FR 5212 Natural Resources Inventory**

Day School

Prereq. AgET 3030 or equiv computer programming course with FORTRAN or BASIC language, Math 1142 or Math 1211, Stat 3081 or Stat 5021

Spring '92

Measurement of stand variables, forest products, forest growth and yield. Elementary statistics. Sampling methods for estimating characteristics of natural resources and resource use for management decision making. Lecture and laboratory. Burk. (80%)

**FR 5262 Remote Sensing of Natural Resources**

Day School

Winter '92

Introduction to remote sensing for natural resource inventories, land use analyses, and environmental monitoring activities; photographic, thermal, multispectral, and radar sensing procedures; airborne and satellite systems; visual and computer-assisted analysis techniques; oriented toward an interdisciplinary audience. Martin, Queen. (25%)

**FR 5412 Advanced Remote Sensing**

Day School

Prereq. FR 5220

Spring '92

Working knowledge of quantitative remote sensing. Both theoretical basis and practical aspects, including energy-matter interactions, radiation measurements and sensors, and digital image analysis. Bauer. (60%)

**GEOGRAPHY**

College of Liberal Arts

Departmental contact: Helga Leitner, Associate Professor, 625-9010.

**Geog 5701 Field Research**

Day School

Spring '92

Research design of empirical studies. Survey and case study research. Methods of data collection: design and reliability of various forms of questionnaires, observational methods, content analysis. Data analysis: data screening, simple statistical analysis, and representation. This course includes a field component. Leitner, Weil. (30-50%)

**HUMPHREY INSTITUTE OF PUBLIC AFFAIRS**

Departmental contact: Karen Schuster, Administrative Secretary, 625-3497.

**PA 5310 Policy and Evaluation Research**

Day School

Prereq. #

(Not offered '91-'92)

Varieties of quantitative and qualitative methods for use in policy analysis, formulation, and evaluation; alternative frameworks for understanding policy. Measurement, experimental design, survey research, evaluation research, fieldwork. Patton. (25%)



**INDUSTRIAL RELATIONS**

Carlson School of Management

Departmental contact: Dr. Brian McCall, 624-2500.

**IR 8001 Introduction to Quantitative Methods and Techniques for Industrial Relations**

Day School and Joint Day/Extension

Offered every quarter. (Fall '91 meets day and evening. Winter '92 meets evening and Spring '92 meets day.)

Industrial relations problems identified. Application of descriptive and inferential statistics including probability, hypothesis testing, confidence intervals, analysis of variance, and bivariate linear regression and correlation. Introduction to computer software, hardware, for problem solutions and exercises. Ahlburg, Budd, Keane, McCall, Noe. (25%)

**IR 8011 Intermediate Quantitative Methods and Techniques for Industrial Relations**

Day School and Joint Day/Extension

Prereq. Stat 5021 or IR 8001

Offered daytime every quarter. (Winter '92 meets in the evening.)

Theory and applications of alternative quantitative methods and techniques in the formulation and analysis of various industrial relations problems and practices. Cases, problem sets, and computer exercises. Ahlburg, Budd, Keane, McCall, Noe. (25%)

**JOURNALISM AND MASS COMMUNICATION**

College of Liberal Arts

Departmental contact: Phillip J. Tichenor, Director of Graduate Studies, 625-4054.

**Jour 5501 Communication and Public Opinion I**

Day School

Prereq. 16 credits in social science

Winter '92

Extension Spring '92

Theories of the communication process and of persuasion and attitude change. Functions of interpersonal and mediated communication. Tims. (30%)

**Jour 5531 Communication and Public Opinion II**

Day School

Prereq. Jour 5501 or Soc 5355

Spring '92

Advanced study of theories and research findings on opinion formation, persuasion, diffusion of information. Social science contributions to studies of the process and effects of mass communication. (50-75%)

**Jour 8501 Seminar: The Process of Quantitative Mass Communication Research**

Day School

Prereq. 12 credits in social science, statistics or concurrent reg.

Fall '91

Survey of quantitative research methods. Emphasis on the relationship between theory and research, concept explication, measurement, instrumentation, and design issues. Methods introduced include social survey, content analysis and experimentation. Wackman. (25%)

**Jour 8502 Seminar: Mass Communication Research**

Day School

Prereq. Jour 8501, statistics or concurrent reg.

Winter '92

Application of social research methods to theoretical issues and problems in mass communication studies. Emphasis on advanced issues in theory testing, problem definition, sampling and design considerations. Students do project designs and gather data. Faber. (33%)

**Jour 8503 Seminar: Mass Communication Research Analysis**

Day School

Prereq. Jour 8502, statistics or concurrent reg.

Spring '92

Quantitative analysis of mass communication research. Emphasis on analysis of mass communication multivariate models, and reporting of research findings. Students analyze data from projects conducted in Jour 8502. Tims. (33%)

**Jour 8516 Seminar: Communications Analysis**

Day School

Prereq. course in statistics or #

(Not offered '91-'92)

Research designs; procedures for quantitative studies of media control, content, audiences, and effects; structural models for mass media research; relationships between research and decision making. Soley. (50%)

**MARKETING**

Carlson School of Management

Departmental contact: Michael Houston, Professor and Chair, 625-2075.

**Mktg 3010 Buyer Behavior and Marketing Analysis**

Joint Day/Extension

Prereq. DSci 1050 and Mktg 3000 or equiv, and at least 90 credits completed or in progress

Offered every quarter

Identifying and applying secondary and primary data to solve marketing problems. Special consideration is given to consumer and organizational buyer behavior. Topics include survey and experimental research techniques, market segmentation, data analysis, behavior concepts and processes, consumer and organizational decision-making models, and managerial applications of these methods. Childers, John, Ross. (30%)

**Mktg 8051 Marketing Research**

Day School and Extension

Prereq. basic statistics and grad.

Offered every quarter (day or evening)

Graduate level of survey research methods. Childers, Loken, D., John, Ross. (30%)

## NATURAL RESOURCES AND ENVIRONMENTAL STUDIES

College of Agriculture and Natural Resources

Departmental contact: John V. Bell, Assistant Dean of Natural Resources, 624-6768.

### **NRES 5210 Survey, Measurement, and Modelling Methods for Natural Resources.**

Joint Day/Extension

Prereq. Math 1142, Stat 3011, computer literacy

Winter '92

Introduction to survey design, measurement concepts, and modelling methods useful in the study of natural resources and environmental issues. Emphasis on data collection and analysis. Ek. (75%)

## POLITICAL SCIENCE

College of Liberal Arts

Departmental contact: John Sullivan, Professor, 624-4305.

### **Pol 5769 Political Polling**

Day School

Prereq. Pol 3766, or Pol 3796, or Pol 5737, or Pol 5738, or Pol 5767, or Jour 3796

(Not offered '91-'92)

The use of polling in political campaigns; assessing candidate images; sample selection; questionnaire construction; impact of question wording; interviewing techniques; telephone polling; analysis of poll data. Sullivan. (95%)

## PSYCHOLOGY

College of Liberal Arts

Departmental contact: Eugene Borgida, Professor, 625-3381.

### **Psy 5202 Attitudes and Social Behavior**

Day and Extension

Prereq. Psy 3201 or #

Spring '92

Survey of attitude theory, measurement, and persuasion research in social psychology. Focus on the structure, function, and formation of attitudes; relationship between attitudes and various social behaviors; basic principles of persuasion. Borgida. (25%)

## RHETORIC

College of Agriculture

Departmental contact: Earl E. McDowell, Professor, 624-3657.

### **Rhet 5500 Research in Communication Strategies**

Joint Day/Extension

Fall '91, Spring '92

Designed to acquaint students with the fundamental terminology of survey and experimental research. The major focus is on cross-sectional and longitudinal survey designs. McDowell. (80%)

## SOCIAL WORK

College of Human Ecology

Departmental contact: David Hollister, Director, 624-5888.

### **SW 8991 Seminar on Research**

Day School

Fall '91

First in a series of advanced research methods in social research. The course focuses on fundamental concepts and skills central to the research process, including concepts which are particularly important to survey research. Jones. (40%)

**SW 8993 Seminar on Research**  
Day School  
Prereq. SW 8991, SW 8992  
Spring '92

Third in a series of advanced research methods in social research.  
(60%)

## SOCIOLOGY

College of Liberal Arts  
Departmental contact: Katherine Simon Frank, Coordinator of  
Undergraduate Advising, 624-7326 or 624-4300 or Don McTavish,  
Professor, 624-4300.

### **Soc 3801, 3802, 3803 Sociological Methods I, II, III**

Day School and Extension  
Prereq. basic algebra or Math 0009 (and prior parts  
of the sequence)  
The three-quarter sequence is offered twice a year, start-  
ing in Fall and Winter quarters. Extension sequence offered once,  
starting Fall '91.

The sequence deals with the statistical analysis of data (including  
computer use, typically of survey data, and research design). During  
the sequence students conduct surveys and analyze existing survey  
data, deal with design topics relevant to social surveys and other  
related methods. (Survey research focus varies with the part of the  
sequence and instructor.) Anderson, Leik, McLeod, McTavish.  
(50% on average)

**Soc 5801 Computer Methods in Social Research**  
Day School  
Winter '92

Basic concepts of information processing for social science research;  
elementary computer programming; practice in the use of computers  
for data analysis in social science; selected problems of computer  
usage in sociology. Anderson. (25%)

**Soc 5812 Content Analysis**  
Day School  
Prereq. Soc 3803 or equiv or #  
Fall '91

Content analysis methods used in social sciences research, emphasiz-  
ing computer-based developments. Theory, concept, and dictionary  
formation, interview and data preparation procedures, contextual and  
conceptual computer analysis, interpretation, integration into quantita-  
tive and qualitative research. McTavish. (25%)

**Soc 5821 Evaluation Research**  
Day School  
Prereq. Soc 3801, Soc 3802, Soc 3803  
(Offered periodically, see catalog)

Evaluation methodology, steps in conducting evaluations of education  
and social action programs; special problems in evaluation research;  
differences between evaluation research and basic research. Prepara-  
tion of students to conduct evaluation research. Anderson. (50%)

### **Soc 8801, 8802, 8803 Recent Developments in Sociological Research**

Day School  
Prereq. graduate standing and #  
(Offered periodically, see catalog)

This sequence of seminars focuses on new methods and analytic  
strategies for social research. Topics are announced when the  
sequence is offered. Leik, McTavish. (% varies)

**Soc 8811 Methods of Social Research**  
Day School  
Prereq. Soc 3802, Soc 3803  
Fall '91

Survey research methods; advantages and limitations of methods  
when applied to specific types of problems. McTavish. (33%)

**Soc 8812 Intermediate Statistics for Sociologists**

Day School

Prereq. Soc 8811

Winter '92

Intermediate-level bivariate and multivariate statistics used in the analysis of survey data. This is part of the graduate sequence, following 8811. Marini. (33%)

**Soc 8813 Data Analysis**

Day School

Prereq. Soc 8812 or #

Spring '92

Application of multivariate techniques using the computer. Factor analysis, methods of causal analysis, elementary stochastic models, and problems in measurement. Marini. (75%)

**Soc 8816 Seminar: Design of Qualitative Research**

Day School

Prereq. #

(Not offered '91-'92)

Introduction to the techniques of qualitative research. Discussion of methodological issues, presentation and discussion of ongoing field projects. (25%)

**Soc 8817, 8818 Fieldwork and Laboratory Training in Social Research**

Day School

Winter '92 (8817), Spring '92 (8818)

Direct experience in the conduct of research in field and laboratory settings. It involves a variety of research techniques. Anderson. (75%)

**Soc 8831, 8832, 8833 Measurement**

Day school

(Offered periodically, see catalog)

Nature of measurement and its role in theory and research, measurement models and scaling techniques including various survey-style scaling approaches; special problems in measurement analysis. Anderson. (25%)

**SPEECH-COMMUNICATION**

College of Liberal Arts

Departmental contacts: David Rarick, Associate Professor, 624-9349; Donald Browne, 624-5800; or Scott Poole, Associate Professor, 624-2808.

**Spch 3501 Introduction to Communication Research Methods**

Day School

Prereq. Spch 3401 or #

Winter '92

An introduction to quantitative research methods in speech-communication, including design of communication experiments, surveys, interaction coding, content analysis, observational research, and relevant statistical methods.

**Spch 8501 Seminar in Survey Research in Speech Communication**

Day School

Prereq. Jour 8001 or #

Summer Session I '91

Basic methods of survey research (sampling, questionnaire design, interviews). Each student conducts a small scale survey relevant to own interests in the field of communication. Staff. (100%)

**STATISTICS**

College of Liberal Arts

Departmental contact: Frank Martin, Associate Professor, 625-4214.

**Stat 5201 Sampling Methodology in Finite Populations**

Day School

Prereq. Stat 3091 or Stat 5021 or Stat 5121, or #

Spring '92

Simple random, systematic, stratified, and unequal probability sampling. Ratio and regression estimation. Multistage and cluster sampling. (100%)

**Stat 5211 Theory of Sample Surveys**

Day School

Prereq. Stat 5122 or Stat 5133

(Offered when feasible)

Mathematical treatment of survey sampling, including stratified and multistage sampling, models for nonsampling errors. (100%)

**Stat 8221 Topics in Sampling**

Day School

Prereq. Stat 5132

(Not offered '91-'92)

Basic and advanced sampling including the role of the likelihood principle in sampling theory and Bayesian approaches to sampling. Meeden. (100%)

**Stat 8931 Advanced Topics in Statistics**

Sampling theory offered once a year by arrangement and schedule of interest.

Prereq. Stat 5131, Stat 5132, Stat 5133 and Stat 5201 or equiv.

Typically limited to graduate standing in statistics. Winter '92

**VOCATIONAL AND TECHNICAL EDUCATION**

College of Education

Departmental contact: Mary Gupta, Exec. Secretary, 624-7485.

**AgEd 5055 Methods in Farming Systems and Research and Extension**

Cross listed with Agro 5055. See Agronomy and Plant Genetics for course information.

**AgEd 5247 Evaluating Extension Education**

**HEEd 5247**

See Agriculture, Forestry, and Home Economics for course information.

**VoEd 5200 Evaluation of Local Vocational Education Programs**

Extension

Fall '91

Procedures and experience in use of instruments for conducting program evaluations for teachers, administrators, and state department personnel. Krueger. (35%)

**VoEd 5900 Using Vocational Education Research**

Day School

Prereq. admission to grad level program or #

Summer Session '91

An introduction to the role of vocational education research in professional practice; significant problems of practice for research; alternative modes of research; and synthesis and application of the results of research. Leske, Wardlow. (25%)

**VoEd 8910 Positivistic Research in Vocational Education**

Day School

Prereq. VoEd 5900 or equiv, VoEd 8100 or equiv

Fall '91, Winter '92

Assumptions, procedures for, and considerations in planning and conducting positivistic research in vocational education. Lambrecht, Wardlow. (25%)

**VoEd 8920 Interpretive and Critical Science Research in Vocational Education**

Day School

Prereq. VoEd 5900 or equiv., VoEd 8100 or equiv.

Winter '92, Spring '92

Assumptions of, procedures for, and considerations in planning and conducting interpretive and critical science research in vocational education. Copa, Plihal. (25%)

